**Aspirational OKR**

| **Aligns To:** | **Build an intuitive platform which maximizes monthly engagement** | |
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| **Team:** | **Marketing, Customer Support, Account Success, Software Development** | **Aspirational** |
| **Objective:** | **Increase average monthly activity per user by 15% for Q4 vs. Q4 in Prior Year** | **Target Date** |
| **Key Result 1** | Publish at least one blog post per month highlighting under-utilized features (Marketing) | 12/31/22 |
| **Key Result 2** | Launch in-app guides providing application walk-throughs and identifying key features to the users for at least 50% of existing enterprise customers (Customer Support) | 6/30/22 |
| **Key Result 3** | Initiate email outreach sequence to at least 25% of users on the platform focused on driving usage (Account Success) | 9/30/22 |
| **Key Result 4** | Launch to production user-experience improvements to reduce steps and friction in ordering process (Software Development) | 6/30/22 |

**Committed OKR**

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| **Aligns To:** | **Improve Department Efficiency** | |
| **Team:** | **Accounting, IT** | **Committed** |
| **Objective:** | **Reduce weekly time for the Accounts Payable run by at least 45 minutes by converting entirely from check to electronic ACH payments** | **Target Date** |
| **Key Result 1** | Deliver written communication on the transition to vendors and collect payment information | 1/31/22 |
| **Key Result 2** | Install software required for automated emailed remittance advice | 1/31/22 |
| **Key Result 3** | Load customer payment information into banking platform | 2/28/22 |
| **Key Result 4** | Beta test electronic payments with limited number of invoices | 3/15/22 |
| **Key Result 5** | Define and document separation of duties between setting up and releasing payments | 3/31/22 |